

Application for projects under \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Publicity –Press Trips (Destination Guides)
Application Completed:	Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Destination Guide

The Gear Guides' *Destination Guide* is a half-hour television show highlighting unique travel experiences around the globe.

The show goes out to more than 40 million households throughout the United States and airs on affiliates of NBC, CBS, FOX, ABC and various independents, as well as the Sportsman's Channel, Style, Family Network and American Life. The show will be promoted with 30-second spots on the Travel Channel.

The program featuring a 3-minute segment on Glacier Country will air by November 15, 2010 between the hours of 9 AM and 2 PM. As part of the agreement, Glacier Country will receive an edited copy of our segment on DVD that may be shown at trade shows, etc. We will also receive a copy of the raw footage (60 – 90 minutes) that is owned by Glacier Country and may be shared with our participating partners. The footage will be recorded in HD.

While we're still in the process of nailing down specifics for the itinerary, the segment will focus on Glacier National Park and may include scenery, lifestyle, activities and other highlights that showcase Glacier National Park and Western Montana as an ideal shoulder season vacation destination. www.thedestinationguide.com.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Media stories to increase by 3% over 2010 as a result of increased public relations efforts.

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 3 and 5.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors
 - 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
 - 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/packaged vacations to MT
 - 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.b Implement the new Montana tourism brand
- Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands
 - 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
 - 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
- 4.1.e Plan and promote commemorations of historic events in Montana
- Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.
- Goal 9: Increase funding to maintain sustainable tourism and recreation.**
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: Yes No



PROJECT BUDGET
Publicity - Press Trips (Destination Guide)

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Location Fees	\$ 4,700.00	+	\$ -	=	\$ 4,700.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 4,700.00		\$ -		\$ 4,700.00

MARKETING/ADVERTISING:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -

TRAVEL:					
Travel Expenses	\$ 600.00	+	\$ -	=	\$ 600.00
Entrance/Guide Fees	\$ 200.00	+	\$ -	=	\$ 200.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 800.00		\$ -		\$ 800.00

OTHER:					
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ -		\$ -		\$ -

PROJECT TOTAL	\$ 5,500.00		\$ -		\$ 5,500.00
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